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The influence of cultural background of test participants and test facilitators in online product evaluation

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**Highlights:**

- The study carried out a first cross-cultural comparison of groups of European and Latin American users in usability testing.
- It was the first study that examined cultural mismatch by using a full factorial design.
- The study used a large range of outcome measures, including performance, perceived usability and qualitative user comments.
- Swiss users provided more critical usability ratings and showed higher performance than Colombian users.

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